

ISSUE N°1 / 2013

A full version of the ENCATC Newsletter is available for our members only.

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ENCATC is a nongovernmental organisation with operational associate status to UNESCO.

DIGEST

Festival and Event Management Masterclass: Registration is open!



Dear Members,
Dear Colleagues,

ENCATC is excited to announce registration has opened for the 2013 edition of the Festival and Event Management Masterclass that will be held from **11-12 March in Brussels** at the Centre International pour la Ville, l'Architecture et le Paysage (CIVA).

For the first time, the Masterclass has been organised in partnership with ENCATC with the ambition to internationalise this recognised programme. This is an **intensive 2 day programme** designed to inform and inspire anyone involved in the business of creating, managing and developing festivals and events. It is a highly practical course full of ideas and examples to increase participants' knowledge and improve their events. It includes 9 sessions on key tasks and challenges for festival organisers such as **Marketing, Press, Programming, Evaluation, Sponsorship, Fundraising** and more.

The programme will be lead by Paul Gudgin who has over 20 years experience in the management of festivals and events. For eight years he was the director of the world's largest

festival, "The Edinburgh Festival Fringe" which during his leadership, the event doubled in scale hosting an incredible 12,000 performances and selling over 8 million tickets. Previous Masterclass participant, the Executive Director of the International Festival of Raleigh, Clodagh Bastian, had this to say about Paul Gudgin, "[His] Festival Masterclass provides a fantastic set of tools for any event planner. I gained valuable information from publicizing to participant organization and sponsorship, and was able to brainstorm and connect with other professionals from around the country. I can recommend the class to any festival producer who wants to improve their fundraising, gain new skills and insight, or develop their venues and attractions."

This **intensive programme targets** festival and event management professionals, arts and events consultants, managers from festival and event funding and support agencies, festival and event board members, and tourism and economic development executives.

This new capacity building offer proves once more ENCATC's strong wish to contribute to professionalisation of the sector and to the internationalisation of career professionals. So don't miss this opportunity to participate! Early bird special ends on **25 February!** Learn more, **download** the brochure and **register** here:

http://www.encatc.org/pages/fileadmin/user_upload/2013/Festival_Mgmt_2013_FINAL.pdf

Yours truly,

Giannalia Cogliandro Beyens
ENCATC Secretary General

ENCATC NEWSLETTER DISTRIBUTION

The full version of the ENCATC Newsletter is only available to ENCATC Members. A digest of the ENCATC Newsletter is distributed to non-members so as to inform them of the subjects dealt with in ENCATC. The ENCATC Newsletter is published at Place Flagey, 18 / B-1050 Brussels, Belgium. For more information, contact us at Tel / Fax: +32.2.201.29.12 or info@encatc.org

Information from the ENCATC Brussels office

ENCATC welcomes its first member of 2013



Arcada University of Applied Sciences is a Swedish university of applied sciences in Helsinki, Finland, with primary emphasis on providing education and doing research for the Swedish-speaking minority in Finland. The university aims to develop bilingualism in Finland and to keep up a high international standard. The university provides courses in cultural policy, cultural entrepreneurship, cultural exportation, surveying activity in the cultural sector, and much more. **Learn more here:** <http://www.arcada.fi/en>

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ENCATC AGENDA January - February 2013

14-15 JAN // Brussels, Belgium

ENCATC Board's 7 members meet to discuss the network's 2013 strategy, work plan and budget, the network's communications products and services, ENCATC publications and the 2013 Annual Conference.

07 FEB // Paris, France

As an NGO with associate status with UNESCO, ENCATC President, Cristina Ortega, and ENCATC Secretary General, Giannalia Cogliandro Beyens meet with UNESCO representatives to strengthen the relationship between the two organisations.

08 FEB // Paris, France

ENCATC President, Cristina Ortega, and ENCATC Secretary General, Giannalia Cogliandro Beyens meet with Jean Baptiste Cuzin (Chef du bureau des affaires internationales et multilatérales) and Aline Denis (Chargée des Affaires européens) to discuss the implementation of the 2nd ENCATC Academy in 2013.

08 FEB // Paris, France

ENCATC has a networking dinner with French members Anne Krebs (Musée du Louvre) and Cecile Dustany (Cercy Pontoise).

18 FEB // Paris, France

ENCATC member and chair of the "Understanding Heritage" Thematic Area, Claire Giraud-Labelat attends UNESCO meeting to contribute her expertise on the theme of safeguarding Mali's cultural heritage.

ENCATC has two new trainees!

ENCATC extends a warm welcome to Valentina Vignoli and Alice Schmitz who are doing their traineeship at the ENCATC office in Brussels.



Valentina began her traineeship at ENCATC in January. Since completing her undergraduate studies from Ca' Foscari University of Venice in 2007, she worked in the cultural sector, as project assistant for an Italian banking foundation, the Fondazione Cassa di Risparmio di Ascoli Piceno, where she gained experience in project management, project evaluation and ranking. In 2011, she obtained a post graduate Master in European Studies - Policy Advisor and Project Management in Brussels. She most recently joined ENCATC through the Erasmus for Young Entrepreneurs programme. During her 3-month stay at ENCATC she will learn how an NGO operates at the European and international levels and further develop her professional competencies.



Alice joined ENCATC in February and will be with us until April. She's in her final year at the Institut Libre Marie Haps in Brussels where she's completing her Master's in Translation (English and Spanish). She did a six month Erasmus programme in Spain and prior to that has travelled to Argentina and Uruguay. Her interest in the nonprofit sector and the cultural field fuelled her interest to do her traineeship at ENCATC. Over the course of nine weeks, she'll assist the ENCATC office in our daily activities, learn CMS management skills and translate various documents for the benefit of our members.



Do your students want to do an internship at the ENCATC office? See Issue N°1 / 2013 of the PRAXIS Newsletter for more information about our openings for traineeships starting in September 2013!

ENCATC meets with tomorrow's cultural managers

On 31 January in Brussels, ENCATC Secretary General, Giannalia Cogliandro Beyens met with 16 students studying cultural management at Utrecht School of the Arts in the Netherlands. The students were in Brussels to visit the major European Institutions and made an afternoon stop at our office to learn more about ENCATC, what the network offers for students studying cultural management and cultural policy, how ENCATC develops and influences policies at the European and International level, creates networking opportunities for our members and their students, offers capacity building activities, strengthens the European Research Area, and helps to build knowledge societies.

On this occasion, Giannalia Cogliandro Beyens said, *"It is great to meet with a dynamic group of students who will be tomorrow's cultural managers. The education and training they are receiving today is the starting point for launching their careers tomorrow. We are dedicated to helping our members provide the best possible education in cultural management and policy."*

Vera de Jong, a researcher Utrecht School of the Arts who accompanied the students on their visit to Brussels saw the impact on her students, *"The meeting with ENCATC's Secretary General, Giannalia Cogliandro was of great value to our students, as they were introduced to the different layers and functions of the European network of ENCATC. Due to Ms. Cogliandro's personal approach, the students were also challenged to analyze their own network skills and motivated to enhance their capabilities."*



ENCATC Secretary General, Giannalia Cogliandro Beyens with Utrecht School of the Arts during their visit to the ENCATC office in Brussels on 31 January.

Are you organising a study visit to Brussels and want to meet with our staff? Please contact Elizabeth Darley, ENCATC's Research and Communications Officer (e.darley@encatc.org).
We hope to see you soon!

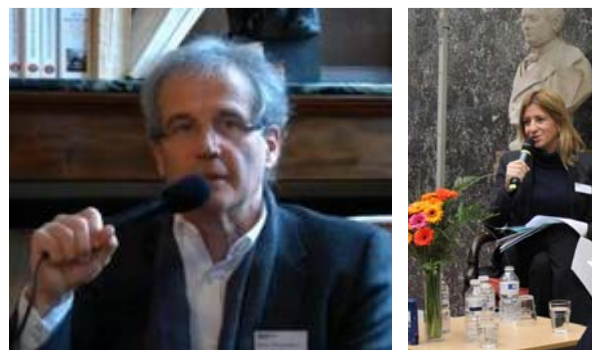
New ENCATC videos now online! What is the role of culture in citizenship?

ENCATC, in cooperation with the European House for Culture and the European Festivals Association, produced 6 video interviews for the Cultural Coalition for a Citizen's Europe that took place in Brussels on 16-17 November 2012. These discussions explored the current status of citizenship in Europe today and the role of culture in this context.

Those interviewed include: **Patrice Meyer-Bisch** from the University of Fribourg, Switzerland and UNESCO Chair for Human Rights and Democracy; **Elisabeth O. Sjaastad**, film director and CEO of the Federation of European Film Directors (FERA); **Paul Scheffer**, writer and professor of Urban Sociology at the University of Amsterdam, **Alicja Gescinska**, philosopher and writer; **Luuk van Middelaar**, historian, political philosopher, author of *The passage to Europe. History of a Beginning*; and **Peter Vermeersch**, initiator of the G1000 citizens' summit.

Check out all 6 videos here:

<http://www.youtube.com/user/theculturalcoalition>



A Cultural Coalition for a Citizen's Europe took place in Brussels on 16-17 November 2012. For more information on this event, see ENCATC Newsletter and Digest N°9 / 2012

ENCATC - Research

Who will be the 10th CPRA Winner? Now taking online applications!



On 14 February, ENCATC and the European Cultural Foundation (ECF) launched the call for applications for the 2013 Cultural Policy Research Award (CPRA). The winner of the **CPRA 2013**, worth **10.000 Euro**, will be publicly announced in November in Belgium during the **CPRA Ceremony and 10th CPRA Anniversary Celebration**.

Candidates (who must hold at least a M.A. degree in social sciences, art and humanities, or public policy research, and must be no older than 35 years old) must submit their applications for the 2013 CPRA by **Friday, 31 May 2013** through the online application form on the CPR Award website.

The Cultural Policy Research Award was initiated in 2003 by the European Cultural Foundation (ECF) and Riksbankens Jubileumsfond. Since 2008, the Award has been developed in partnership with and managed by ENCATC. The CPRA annual competition encourages the next generation of cultural policy researchers to undertake comparative and cross-cultural applied research that can inform policymaking and benefit practitioners active in the field. The Award is devoted to innovative research projects which contribute to new knowledge in the field. It brings visibility and recognition to young researchers and affiliates them with a community.

The prestigious international jury includes: Lluís Bonet – President (University of Barcelona, Spain), Eleonora Belfiore (University of Warwick, UK), Jacques Bonniel (Université Lyon II, France), Timo Cantell (City of Helsinki Urban Facts, Finland), Sanjin Dragojevic (University of Zagreb, Croatia), Mikhail Gnedovsky (Cultural Policy Institute, Russia), Therese Kaufmann (eipcp, Austria).

Six finalists, selected amongst all applicants, will be invited to the 7th Young Cultural Policy Researchers Forum, alongside the 21st ENCATC Annual Conference in November in Belgium, where they will present their research proposals to the CPRA Jury, Forum participants and ENCATC members and major stakeholders.

For **further information** and access to the online application system, visit the CPRA website: <http://www.encatc.org/pages/index.php?id=19> For additional queries, contact e.darley@encatc.org

ENCATC Volume 2, Issue 2 of its Journal of Cultural Management and Policy now available



After ENCATC members got a special early access to the online Journal of Cultural Management and Policy's Volume 2, Issue 2, on 10 January the Journal was made available for the general public on the ENCATC website.

With this newest issue, ENCATC wishes once more to stimulate the debate on the topics of cultural management and cultural policy among scholars, educators, policy makers and cultural managers. The Journal is based on a multidisciplinary perspective and aims to connect theory and practice in the realm of the cultural sector and to be a platform for multidisciplinary debate and new perspectives among researchers. The Journal's publication responds to the increasing need to align education in cultural management and cultural policy with research being conducted in the field.

"This journal is meant to complement the existing publications on cultural management and cultural policy education and not to compete with them. Our peer review team has done a splendid job and we are very proud to have among our Advisory Board members and guest reviewers the most renowned experts and researchers on cultural policy and cultural management education in Europe and beyond," said GiannaLia Cogliandro Beyens, ENCATC's General Secretary at the occasion of the launch of this new issue.

With the first three Journal publications having over **54,000 downloads** to date, this new issue will certainly contribute to improving the knowledge and the capabilities for crafting advanced cultural policies and cultural management systems at the European level and beyond.

Get the **latest issue of the ENCATC journal** and all back issues on our website: www.journal.encatc.org

European Projects

Mentors receive training for CREA.M's blended mentoring system for cultural managers



CREA.M partners met in Denizli, Turkey from 11-12 February for a 2-day training session for mentors participating in the project's developed blended mentoring kit. After the project's first phase devoted to mapping the skills, competences and attributes most sought after in cultural managers had ended, project partners analysed these results to create a guide. This unique kit for cultural managers participating in the mentoring process outlines a schedule of face-to-face meetings; each aimed at addressing the mentee's goals and desired skills to be acquired. The "blended" component of the mentoring process is an online platform for the mentor and mentee to use to keep in touch and to have offline meetings so they may continue working towards the mentee's professional and personal development. This interactive space will also allow for those participating in the process to note their progress, express challenges and frustrations, and celebrate successes as they move ahead in the mentoring relationship.

While the mentoring process will be different and personally sculpted to fit the needs to each mentee, the kit proposes learning outcomes, knowledge and skills to be improved or attained based on the results of the mapping phase completed earlier in the project. The mentors, who are encouraged to bring their own experiences and "tool kits" to the mentoring relationship, will also be provided a database of exercises, literature, and mentoring practices to assist them as they work with the mentee towards his or her goals.

Project partners Siân Prime and Adrian De La Court from Goldsmiths, University of London's

Institute for Creative and Cultural Entrepreneurship (ICCE) who have years of mentoring experience, attended the meeting in Turkey to demonstrate mentoring techniques, level three listening skills, and mentoring exercises for CREA.M mentors or those who will be training mentors in the coming weeks. It is also good practice for mentors to be reminded of what it is like to be a mentee. To this end, project partners and CREA.M mentors participated in a series of role play scenarios that may arise during the blended mentoring process and were offered advice on how to handle difficult or sensitive situations.

Now that project partners have gone through the process to match mentors with mentees, the pilot phase of this developed blended mentoring system will begin in March and run through September. The process will be monitored by the online evaluations completed by both mentors and mentees and by designated "tutors" who are in contact with all involved parties to resolve any unforeseen problems that may arise during the mentoring relationship.

The next CREA.M project meeting will be held in June in Helsinki, Finland when project partners will come together to discuss the progress of the pilot phase and monitoring of the blended mentoring system.

Want to learn more about the results of the project's mapping of skills, competences and attributes? In the next edition of the ENCATC Newsletter we interview CREA.M researchers who prepared national reports and conducted interviews with cultural organizations, employers in the cultural sector and cultural managers looking for stable employment.

Project website: www.projectcream.eu



CREA.M partners and mentors participating in a mentoring exercise in Denizli, Turkey.

Information from ENCATC members

MEMBER IMPACT STORIES: How ENCATC member can pool their resources to make a difference

Members sharing expertise

ENCATC member, Sybelius Academy in Helsinki celebrated the 15th Anniversary of its Arts Management Master Degree Program. Founded by Osmo Palonen, ENCATC board member from 1999 – 2005, and now under the leadership of Tanja Vilén, this program has realized a solid position in the European educational infrastructure. At the end of December 2012, ENCATC member, Giep Hagoort from Utrecht School of the Arts (HKU) in the Netherlands was invited to deliver a key note at the special alumni event and to offer a workshop for the arts management students.

He discussed the transformation of the traditional cultural and creative industries, into what he call The New Creative Flow of Diversity with crossovers, digital networks, and cooperative projects of independent creative professionals (in line with HKU's study from 2010). This creative flow is a possible answer to the problems and obstacles that we experience at present. The economic crisis is creating a negative climate for young creative people who want to realize their professional dreams. The traditional way of art management of existing cultural institutes does not express the urgency to innovate their management systems bottom-up. It is widely expected that Cultural Entrepreneurship is a quality in-needed, but the government and the existing research centres do not pick up the call for for adequate survival knowledge to optimize the functioning of cultural and creative firms in the perspective of the new creative and sustainable economy.

On this occasion, a DIY workshop was organised to take the above mentioned observations as a starting point, with a central focus on the role that art management master programs can play. Together with the students, Professor Hagoort elaborated the DIY (Do It Yourself) approach to emphasize the importance of integration of self-governance, teamwork, leadership and entrepreneurship. The goal of the workshop was to sketch this integration within an individual creative business picture, including the notion of Cultural Business Modeling. *"I was impressed by the involvement of the students taking responsibility for the quality of the workshop. They moderated my short lectures within the workshop, kept an eye on the time tables, and - last but not least - a small team of the group executed the observations,"* said Professor Hagoort.

BOZAR, Belgium

The role of culture in EU external relations

The Center for Fine Arts (BOZAR) in Brussels is part of a consortium awarded a project on Culture and EU External Relations. January 15th saw the kick-off of this preparatory action in the field of Culture and EU External Relation that will run until mid-2014 whose aim is to contribute to formulating recommendations for a strategy on culture in this area. This process will include a comprehensive mapping exercise and a consultation process on the strategic position of culture in EU external relations. The process will conclude with a final conference where conclusions and recommendations will be made regarding a strategic approach to mobilising the potential of culture in EU external relations. The consortium is already working on the first phase, mapping the relevant existing resources, approaches and strategies regarding culture in external relations in the EU Member States, Croatia and 26 third countries. The next step will then be to consult with the relevant stakeholders, in order to explore the strategic role of culture in EU external relations. The project consortium is led by the Goethe Institut and including the following members: the British Council, the Danish Cultural Institute, the European Cultural Foundation, Institut Français, Institut für Auslandsbeziehungen (IFA), KEA European Affairs and ENCATC member, the Center for Fine Arts (BOZAR).

Learn more about what has already been done to promote the role of culture in EU external relations: http://ec.europa.eu/culture/our-policy-development/culture-in-eu-external-relations_en.htm

We want to hear from you!

Are you successfully collaborating with other ENCATC members? Do you want to tell your story? We'd love to hear from you. Write to Elizabeth

Darley at e.darley@encatc.org so we can share your story in an upcoming issue of the ENCATC Newsletter.

Janacek Academy of Music and Performing Arts (JAMU), Czech Republic

23rd SETKÁNÍ/ENCOUNTER International Festival of Theatre Schools

16-20 April 2013 // Brno, CZ

Janacek Academy of Music and Performing Arts is organising the 23rd year of the festival SETKÁNÍ/ENCOUNTER which will take place in Brno, Czech Republic from 16 – 20 April 2013. The overall theme of this year's festival can be seen in "Contrasts" – especially in contrasts connected with theatre area.

SETKÁNÍ/ENCOUNTER is an international festival of theatre schools at the university level (or other equivalent national institution). The aim is to provide a place where students, teachers and other theatre makers can meet in order to present their work, working methods and discuss them.

About 230 schools from all over the world has been contacted this year to apply for the festival. Organization team communicates with schools from various countries such as Romania, South Africa, USA, Spain, Colombia, Estonia, Turkey, Poland and many others. At the end of January, 12 schools were selected into the main program. An international jury is consisted of considerable theatre professionals from different countries will award outstanding artistic achievements to students who participated in the creation of the performances at the festival.

For **more information** visit the websites <http://www.encounter.cz/en/> or contact info@encounter.cz for further questions.

ENCATC Contact:

Blanka Chladkova blanka.chladkova@gmail.com



SETKÁNÍ/ENCOUNTER in Brno, Czech Republic.

Sibelius Academy, Finland

Taking applications: Arts Management Master's Degree Programme

Are you interested in working in a managerial position in the cultural field? Do you have a passion for leading complex tasks in different forms of creative enterprises? Wishing for combining art and management creatively in your graduate studies?

The task of arts management professionals is to bring together the artist, art, audiences and society in a productive manner that enriches everybody's life. ENCATC member, the Sibelius Academy in Finland invites you to apply to its Arts Management Master's Degree Programme which will provide enrolled students the skills and knowledge to become future arts management professionals to lead projects, productions and organizations in the public, private and third sector. During the programme students are able to create international, national and local networks that will be an essential resource for the future successful career in arts management. The programme prepares students for leading positions in the cultural field and provides analytical skills to critically assess the current topics in the field of arts management.

The Master's Degree Programme in Arts Management consists of 150 ECTS credits and can be completed within 2-2.5 years. The programme brings together people with diverse educational and artistic backgrounds, which provide a unique context for each individual to develop his or her potential to become an excellent arts manager.

The next application period is from 4-15 March 2013. Applicants are required to have a Bachelor's degree and some work experience related to arts management. They also have to demonstrate their ability in English and attach a motivation letter to their application.

For more detailed **information**: www.siba.fi/am or **contact** the Head of the Arts Management department: Mrs Tanja Vilén at tanja.vilen@siba.fi.



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Louvre Museum, France

Journée d'étude :
Usages de la photographie au musée au Louvre-Lens

8 mars 2013 // Lille, FR



Il y a mille manières de faire usage de la photographie au musée, comme c'était déjà le cas à l'origine du musée avec le cahier à dessin. Mieux, certains établissements s'appuient sur cette pratique pour inviter les

visiteurs à être actifs, à communiquer, à participer au travers d'actions culturelles spécifiques. Les réseaux sociaux sont, de ce fait, de plus en plus utilisés, avec des conséquences étonnantes pour la notoriété des établissements. Les nouvelles technologies constituent un prolongement à la prise de vue avec la mise en ligne sur les réseaux.

La journée accompagnera un travail de recherche et de synthèse conduit durant l'année 2012 sous l'égide de la Direction générale des patrimoines du Ministère de la Culture, groupe dirigé par Jacqueline Eidelman, et rendra compte d'une publication qui sera présentée dans le cadre de ces rencontres (Serge Chaumier, Anne Krebs, Mélanie Roustan (dir.), Visiteurs photographes au musée, Paris, La Documentation française, coll. «Musées-Mondes», 2013).

Pour sortir des formats de colloque et produire une rencontre plus interactive et dynamique pour chacun, un format en ateliers est proposé. Pour chaque atelier, de courtes communications seront sollicitées en amont de la rencontre auprès de quelques-uns des participants qui permettront au groupe, sous la proposition de deux animateurs de séance, d'échanger à partir de ces premiers éléments, de les enrichir à partir des apports de chacun et d'élaborer ensemble une synthèse pour dégager de grandes conclusions. Les rapporteurs étudiants et les animateurs de séances pourront présenter la synthèse élaborée collectivement en séance plénière.

La participation est gratuite, mais une inscription préalable et un choix d'atelier à l'avance est obligatoire. Pour avoir plus d'informations et pour les inscriptions, contactez serge.chaumier@univ-artois.fr

Observatoire des Politiques Culturelles, France

Journée de formation :
Le mécénat culturel : une nouvelle voie pour les collectivités publiques ?

28 mars 2013 // Paris, FR

La question de la diversification des ressources se pose de manière cruciale pour le milieu culturel et les collectivités territoriales, au moment où les financements publics refluent durablement. Comment les collectivités peuvent-elles s'emparer de cette question ? Quel rôle les élus et les cadres territoriaux peuvent-ils jouer dans ce processus ? Quel bénéfice en retirer pour la culture, les équipements et les acteurs artistiques et culturels territoriaux ?

Diversifier les ressources signifie constituer de nouveaux partenariats, tisser de nouvelles relations au territoire. La recherche de ressources privées peut donc aujourd'hui constituer une occasion de renouveler les projets culturels territoriaux. Pour les collectivités, la démarche mécénat et le contact avec l'entreprise sont aussi l'occasion d'accompagner leur évolution en matière de gestion et d'administration ou encore leur mutation structurelle dans un cadre économique contraint.

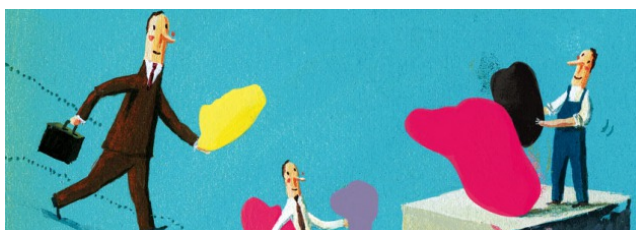
Les collectivités sont encore trop rarement investies dans la recherche de nouveaux moyens, dans la volonté d'une harmonisation territoriale des démarches publiques/privées et enfin dans l'accompagnement pourtant indispensable des acteurs culturels locaux. Elles sont néanmoins de plus en plus conscientes du rôle incontournable de la philanthropie des entreprises et des individus dans la construction des politiques culturelles locales, non seulement pour rechercher des moyens mais surtout pour ancrer durablement et profondément les démarches culturelles sur le territoire.

Plus d'informations : http://www.observatoire-culture.net/rep-formations_autres/ido-6/le_mecenat_culturel_une_nouvelle_voie_pour_les_collectivites_publiques.html

ENCATC contact:

Jean – Pierre Saez

contact@observatoire-culture.net



Municipality of Genoa, Italy

Open call for artists

The City of Genoa is participating in the CreArt Network which has opened the call to participate in the Artist in Residence programme organised within the framework of the EU funded project CreArt (Network of Cities for Artistic Creation). Local artists, born or resident in any of the 13 CreArt cities – like Genoa - will have the opportunity to spend two months in this artist residency space run by the City of Linz, centrally located on the Danube. The Atelierhaus Salzamt is a beautiful old building renovated in 2009 with five studios for international artist in residence, four studios for local artists from Linz or Upper Austria, accommodation for international artists, and exhibition spaces. One of the most important goals of the CreArt project is to focus on training, innovation and experimentation programmes for the promotion of creativity. Through these Artist in Residence programmes that will be hosted soon in other CreArt cities, the consortium aims to establish a permanent system of mobility, exchange and joint work experiences among artists from different cultural traditions across Europe.

The **online application form** to participate in this AiR programme is available in the following link: <http://creart-eu.org/application/artist-in-residence> - and must be submitted before **25 February 2013**. The decision will be announced on 1 March 2013

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ypiccione@comune.genova.it

Centre of Professional Training in Culture, Romania

New publication: "Towards a better participation of seniors in education and culture"

The Centre of Professional Training in Culture invites you to start 2013 with a great resource: "Towards a better participation of seniors in education and culture". Cultural and educational professionals who aim to develop activities and programmes for and with seniors will find the publication a source of information as well as, we believe, of inspiration. The publication is a summary of results obtained during the two years implementation of the ASLECT project (Active Seniors Learn Educate Communicate and Transmit), co-founded by the European Commission through the Lifelong Learning Programme. **Download the publication here:** <http://aslect.eu/index.php/en/results/publication>

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International Cultural Centre, Poland

2nd Heritage Forum of Central Europe "The Limits of Heritage"

12-14 June 2013 // Krakow, PL

In June 2013 the International Cultural Centre in Krakow is organising the 2nd Heritage Forum of Central Europe "The Limits of Heritage". The 2nd Heritage Forum is a continuation of the first meeting organised under this name in 2011 which confirmed the need for dialogue and exchange of experiences regarding cultural heritage in the Visegrad Group countries and outside it. The problems discussed during the 2nd Forum will regard contemporary international heritage issues, analysed both in the Central European and global context. Sessions will include the limits of heritage, management of large-scale cultural heritage properties, heritage and politics, attractive cities – the role of heritage, intangible cultural heritage and many more. The Forum will result in a peer-reviewed (academic) publication. **Learn more here:** <http://www.mck.krakow.pl/news/the-2nd-heritage-forum>

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INTERSTUDIO, Russia

Tradition and Innovation in Arts Management

29-30 March 2013 // St. Petersburg, RU

Your colleagues at INTERSTUDIO invite you to attend the international conference "Innovation and Tradition in Arts Management" to be held on 29-30 March 2013 in St. Petersburg, Russia. The upcoming 12th edition of this conference is devoted to issues of relevance to all times - the co-existence of tradition and innovation, their interaction and mutual influence and builds on the Yufit Assemblies, which have always been focused on the most important issues of arts management and cultural policy. Considerable discussion will take place on the innovative practices of contemporary art managers, ways of their development and implementation at various levels and in different branches of culture. Conversation will be in line with the contemporary context, characterized by the desire for change and development of innovation.

Please find **further details** at www.interstudio.ru

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KPY, Istanbul Bilgi University, Turkey

Call for Papers - Cultural Changemakers Against the Grain

Since 2008, the KPY centre has been publishing a series of academic yearbooks, which discuss contemporary issues of cultural management and cultural policy development in Turkey. Each publication however puts a specific focus on mutually influencing cultural trends and developments in the neighboring EU and Balkan countries, Eastern Europe and the Caucasus as well as the Arab world.

For its forthcoming edition the KPY Cultural Policy and Management Yearbook calls for the submission of academic articles and book reviews in any field of cultural policy and cultural management research or any other academic discipline relevant for the cultural field. For the topical dossier of the 4th edition, which is titled "Cultural Changemakers Against the Grain" the editors request academic papers, but also essays or reflective commentary discussing new cultural players, management practices and policy challenges recently emerging across Europe and its entire neighborhood.

The deadline for the call is 01 March 2013.

To **know more** about this call, visit the website (<http://kpy.bilgi.edu.tr/en/>) or please e-mail the Executive Editor of the special dossier:

Philipp Dietachmair:

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University of Leeds, United Kingdom

Launch of "Cultural Policy Issues: New Research at Leeds" series

The Faculty of Performance, Visual Arts & Communications (PVAC) at the University of Leeds, is delighted to announce the launch of its "Cultural Policy Issues: New Research at Leeds" series. In the first three events, Professors Calvin Taylor, Kate Oakley, and David Hesmondhalgh will present their latest research on cultural policy.

The first event, "Once more (with feeling)... value, culture and economy" will take place on 26 February from 4.30-5.30pm with invited speaker, Professor Calvin Taylor, Chair in Cultural Economy, School of Performance and Cultural Industries.

The idea of the creative economy has risen to global prominence on the back of promises of economic growth and development. Although its original inspiration might have been located within left of centre cultural experiments in urban and community regeneration/development, it was quickly annexed to a neo-liberal agenda of business-led economic growth. The global financial crash of 2008 and the subsequent failure to kick-start growth in the advanced industrial economies have prompted a critical re-examination of the neo-liberal appropriation of the creative economic imaginary. Drawing on a range of ideas, for example, network sociality, the social network market and the ethical economy, a range of authors have sought to differentiate networked forms of creative and cultural production from neo-liberalism and its underpinning economic assumptions. Central to these endeavours are the attempt to introduce differential notions of value which at the very least appeal to a pluralist political economy, and in their more ambitious forms, critical economic and social alternatives. This paper assesses the strengths and weaknesses of these positions concluding that they represent a valiant, but ultimately flawed attempt to reconcile a socially grounded concept of equity with the principle of economic regulation based on exchange value, a problem that can be traced at least as far back as Aristotle.

The other two events will follow in 2013 on 13 March with "Bridging the two cultures: NESTA and New Labour's cultural policy" and on 24 April with "Assessing the Cultural Policies of the UK Labour Government, 1997-2010: A Case of Neo-Liberalism?"

To learn more: <http://ics.leeds.ac.uk/research/research-news/>

ENCATC Contact: Susan Daniels
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Information from other organisations

ELIA – The European League of Institutes of the Arts

Quality review visits offered by ELIA

Are you concerned about your internal quality culture? Do you want to implement strategic and operational changes and mechanisms for quality assurance? Are external circumstances threatening your institution and do you want to turn them into opportunities through implementing strong quality enhancement structures?

At eq-arts.org you will find further information on EQ-Arts quality review visits, resources, professional guidance and European Quality Assurance & Enhancement reference point for Higher Arts Education.

EQ-arts features a distinctive approach towards Quality Assurance and Enhancement, using a methodology specifically designed for Higher Arts Education Institutions that embraces all arts disciplines. It offers a sound evaluation process that draws upon a European qualifications framework, respects the individual vision and national context of institutions. The EQ-arts has tested its methodology of institutional review through conducting institutional and subject reviews across Europe over the past six years.

As a result of engaging in the EQ-arts Two Visit Review Process institutions and staff will find that they have an improved confidence and understanding of a broad range of Quality Assurance & Enhancement subjects. Institutions also benefit from a comprehensive Review Report, that they fully own, which highlights good practice, areas for further development and contains appropriate recommendations.

For more information: <http://www.eq-arts.org/en/>

EUROPA NOSTRA

The 7 most endangered programme

Europe's leading heritage organisation Europa Nostra has launched its new flagship programme "The 7 Most Endangered" with the European Investment Bank Group, represented by the EIB Institute, as its founding partner. This programme will identify endangered monuments and sites in Europe and mobilize public and private partners on a local, national and European level to find a sustainable future for those sites.

The first list of 'The 7 Most Endangered' will be announced during Europa Nostra's 50th anniversary Congress in Athens on 16 June 2013. An international Advisory Panel will prepare the short list of 14 most endangered sites and the final list of 7 will be selected by the Europa Nostra Board. The full list of which is available on the Europa Nostra website. Nominations of most endangered sites can be made by Europa Nostra members, associate organisations or Europa Nostra's country representations, the full list of which is available on the Europa Nostra website.

Deadline for the submission of nominations is **15 March 2013**.

For more information:

<http://www.europanostra.org/7-most-endangered/>



ON THE MOVE – Cultural Mobility Information Network

Charter for a sustainable and responsible cultural mobility

Building on its members' expertise on cultural mobility, the On the Move network has produced a Charter to help artists, cultural professionals, companies, organisations and institutions respect social and environmental principles when ever they practice, fund, or support cultural mobility.

This Charter, published online in January 2013, is a constantly evolving online tool. It will be enriched regularly and will keep visitors up-to-date through the ON THE MOVE monthly newsletter about new signatories, new good practices listed, and newly available resources etc.

For more information:

<http://on-the-move.org/charter/>

Email: mobility@on-the-move.org

Latest developments in the European Policy Debate

Information about the latest policy developments are available in the full version of the ENCATC Newsletter.

CULTURE / COMMISSION: Finding innovative solutions for greater access to online content

On 4 February, the European Commission launched a structured stakeholder dialogue for its "Licences for Europe", jointly led by Commissioners Androulla Vassiliou (Education, Culture, Multilingualism and Youth), Michel Barnier (Internal Market and Services), and Neelie Kroes (Digital Agenda), to seek to deliver rapid progress in four areas through practical industry-led solutions that include: (1) Cross-border access and the portability of services; (2) User-

CULTURE / COMMISSION: Strategic use of structural funds for culture in key areas now widely accessible

On 15 January, the European Commission made it easier to access four new online policy reports on the strategic use of the Structural Funds for culture, access to culture, the mobility of artists and cultural professionals, as well as the mobility of collections. The four reports were completed in 2012 by four separate expert groups, which were convened through the Open Method of Coordination under the Work Plan for Culture 2011-2014. All four reports and

CULTURE / COMMISSION: Marseille and Košice launch their European Capitals of Culture

Marseille and Košice marked the beginning of what will be a tremendous year of cultural activities with opening events – respectively on 12 and 19 January. The launch of Marseille-Provence 2013 took place with a public opening ceremony in Marseille attended by European Commission President José Manuel Barroso and French President François Hollande. Marseille's programme for the year offers many occasions for people from Europe and beyond to

CULTURE / COMMISSION: Promoting cultural diversity in the digital environment

After prompting from the European Parliament in 2012, the European Commission launched a pilot project on the economy of cultural diversity in early January 2013 to test new ways of financing, producing or disseminating cultural content through ICT technologies. This project aims to contribute to facilitating access to culture (including cultural heritage) and cultural literacy via online devices and to promote cultural diversity in the digital environment. The

CULTURE / COUNCIL OF EUROPE: Making cultural diversity work for cities

The Intercultural Cities milestone event "Making Diversity Work for Cities" took place in Dublin on 6-8 February, under the Irish EU Presidency and the Andorran Council of Europe Chairmanship. The 250 participants, including 42 Mayors and other elected officials from over 60 cities in Europe, explored the results and achievements of the Intercultural Cities initiative and those cities involved in it, and examined implications for adopting a diversity-based

CULTURE / COUNCIL OF EUROPE: Governing culture in the future and promoting access to culture

The Task Force responsible for preparing for the Council of Europe Conference of Ministers of Culture on "Governance of Culture – Promoting Access to Culture" met on 25 January in Paris. Organisers will have several more months before the conference will be held in Moscow from 15-16 April 2013 to analyse the challenge for governments in promoting access to and participation in culture at a time of social, economic and financial change. The conference will also reflect the specific opportunities generated by the digital era in this area. The event will

CULTURE / COMMITTEE OF REGIONS: Promoting cultural and creative sectors for growth

On 16 January the Committee of the Regions' (CoR) rapporteur on Promoting Cultural and Creative Sectors for Growth and Jobs in the EU, Mr. Anton Rombouts (NL/EPP), stressed the existence of shared interests between the CoR and the European Commission while emphasizing the need to focus on other dimensions of culture apart the economic sector. During a stakeholders' consultation, Mr. Rombouts said, "It is necessary to say to the European

CULTURE / EUROPEAN COUNCIL: How will culture be impacted by the new EU budget?

On 8 February, the heads of state and government of all the EU Member States of the European Council reached an agreement on the EU's long-term budget and for the first time the budget will see a decrease. The *"deal is not perfect,"* said President of the European Commission, José Manuel Barroso, in a statement *"but it was the highest possible level of agreement that the heads of State and government could reach at unanimity"*. The importance to

CULTURE / UNESCO: World Heritage Sites and museums foster heritage education

From January to June 2013, nine World Heritage Site Museums in Cambodia, Laos and Viet Nam are launching the education programmes associated with the sub-regional exhibition "Our Common Heritage: Exploring the World Heritage Sites of Cambodia, Laos and Viet Nam". The museums put in motion often little known immaterial aspects related to their World Heritage Sites, for the appreciation of young visitors. Fruits of the reflection over the ways

EDUCATION / EUROPEAN COUNCIL: Students will feel the EU budget cuts

Following the EU budget agreement reached on 8 February, the heads of state and government of all the EU Member States of the European Council decided that for the first time ever the EU budget will decrease. The Member States did recognize the importance of education, training, research and innovation for jobs and growth and the allocation for this area is proposed to increase by about 40% compared to the current levels. For example, for its

EDUCATION/COMMISSION: Education Council to focus on youth unemployment

The fight against youth unemployment, currently nearly 24% in the European Union, was at the forefront of discussion at the Council for Education, Youth, Culture and Sport that was held in Brussels on 15 February. Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth, underlined the importance of modernising education and training systems to ensure young people are equipped with skills needed by the job

EDUCATION / COMMISSION: EC asks for greater modernization and internationalization of higher education

Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth, opened the 2013 EU Studies Fair in Brussels on 9 February. The fair, now in its 14th year, brought together around 400 prospective students and representatives of universities and the EU institutions. The Commissioner made a brief address in which she is

EDUCATION / CoR: Asking for more efforts to be made in favor of cohesion and youth employment

On 8 February the President of the Committee of the Regions, Mr. Ramón Luis Valcárcel, stated that he agrees with the European Council that "the European budget must be a catalyst for growth and jobs across Europe." He also acknowledged the efforts that have been made to reduce proposed cuts to cohesion policy and to focus resources on youth unemployment. So far, the CoR President is pleased that regional policy's share within the budget is to be

**LET'S CHECK THE EU CALENDAR!****What is happening in European Institutions?**

- ✓ European Parliament
- ✓ European Commission
- ✓ European Council
- ✓ European Economic and Social Committee

What information are you missing to get the full picture?

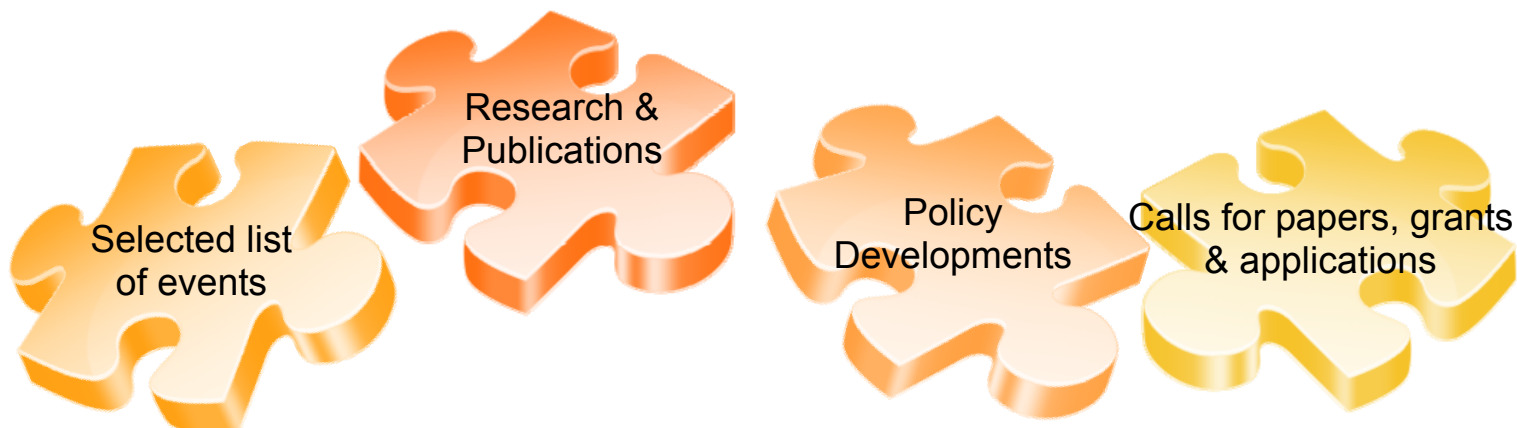
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Join us to receive the **FULL VERSION** of the ENCATC Newsletter to get the last pieces of the puzzle!

Access to the full list of our selected events, research & publications, calls and policy developments are available in the **members only** version of the **ENCATC Newsletter**. Learn more about membership on our website:

www.encatc.org/pages/index.php





ENCATC news is a monthly electronic newsletter for all those interested in new, happenings and research in the field of **cultural management** and **cultural policy**.

ENCATC is the leading **European network on Cultural Management and Cultural Policy Education**. It is an **independent membership organization** gathering over **100 higher education** institutions and cultural organization in over **40 countries**. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy in higher education and to create platforms of **discussion and exchange at the European and international level**.

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